

Fresh from the Garden



JULY EVENTS

Employee Appreciation Discount Days

July 2 & 3

Enjoy 50% Off

Independence Day

Stores Open 9am-5pm

July 4

The Peach Truck

Royal Oak 2-3pm

West Bloomfield 4-5pm

July 4

Employee Appreciation Discount Days

July 16 & 17

Enjoy 50% Off

The Peach Truck

Royal Oak 2-3pm

West Bloomfield 4-5pm

July 25

Employee Appreciation Discount Days

July 30 & 31

Enjoy 50% Off



OBSERVATIONS

Sales Bonus Plan

by John Darin, President



In the last few months, everyone has been adjusting to the new way of conducting business, with health and safety front of mind. Although the processes and procedures may have changed a bit, the priorities remain the same: offering exceptional customer service through the right product at the right price at the right time. Most of our customers are still coming to the stores to accomplish a goal for their yard, home or holiday and it is our responsibility to make sure they are successful.

People choose where to shop based on the "customer experience." With so many options these days, it is important that English Gardens provides the best service, quality, selection and value for all of our products and services.

Personalizing the experience for each customer will ensure they remember their service and hopefully tell their friends and family as well!

The monthly Sales Bonus Plan was developed to target key ways to enhance the customer experience, boost loyalty and encourage repeat business.

Our monthly Sales Bonus Plan pays into the store bonus bucket:

- \$5 for each full-priced Garden Club membership sold
- \$5 for each valid Landscape Lead
- \$1 for each valid e-mail address
- \$1 for each unique item captured on the Lost Sales Report

It is a great way to add extra money to your pocket and make sure that we are providing an amazing experience for our customers. As with everything we do in English Gardens, it is a team effort that leads to the success of the Sales Bonus Program. If everyone plays, everyone gets paid.

Another way we want to recognize all staff for their efforts in sales and service during this amazing Spring, is to continue the 50% Associate Discount during the Associate Appreciation Discount Days this month. Thank you for all of your hard work and everything you do!

John Darin



Tell Us About It

Clinton Township- Thank you to Paula. She is amazing and went above and beyond to track down windchimes for a gift. So kind and so helpful.

West Bloomfield- Noah was great with assisting us with our purchase!

Royal Oak- A+ for requiring face masks, distancing and physical dividers at checkout! Thanks for being considerate of all of our safety and health.

Eastpointe- Kristie was very friendly and extremely helpful. Additionally, she was very understanding of the fact that my mother is high risk and therefore we weren't able

to come into the store to select merchandise nor pay. Kristie located a patio set in the darker color at the Clinton Township location and had it delivered to my home. She went above and beyond to ensure we received the patio set in the color we intended to purchase. It is because of this experience that not only will we continue to be English Garden's customers but will gladly relay our experience with others. It is service such as this that makes us prefer family owned businesses over giant retailers. We are very appreciative of all of Kristie's efforts.

Dearborn Heights- Great place to find everything you need for your garden, lawn and holiday decorations. Dearborn has the most knowledgeable and the friendliest staff!

Landscape- Jessie and the crew did a phenomenal job! James you are truly a great asset. Thank you so much for your personal touch, care and professionalism! You are much appreciated.



EMPLOYEE ANNIVERSARIES

Years of Service	Employee Name	Location
------------------	---------------	----------

MANAGERS:

46	Matthew Borden	DB
38	Robert Walker	OLDE
28	Jennifer Youngquest	MO

ASSOCIATES:

21	Judith Darin	DB
14	Tally Hayes	PN
11	Kristie Graber	EP
11	Nicholas Banks	WB
4	Silvia Buse	WB
4	Johnathan Baur	EP
4	Daniel Christenson	RO
2	Pamela Iverson	WB
1	Barbara Barbaza	EP
1	Colleen Klaus	PN
1	Shirley Regan	RO
1	Mark Eggert	RO
1	Joseph Ashcraft	WB
1	Ann Taylor	MO
1	Kimberly Harper	RO

DIY Landscape Services

Customers may be thinking about tackling a Do-It-Yourself landscape project this year. We have several options to help them create the perfect yard and garden.

Over-the-counter Landscape Plan

This plan is for one area of their yard and includes a to-scale drawing, plant recommendations and a list of the supplies they will need to complete the job. They can set up a consultation in-store or by phone. Our Garden Coach will contact them to discuss the size and scope of the project. Then, we'll schedule a one-on-one consultation where the customer will bring in measurements, photos, and key specifics of their area. This service is free with the purchase of a \$300 Gift Card, which can be used on purchases in the store.



Yard and Garden Consultations

If a customer needs more hands-on advice, they can schedule a Yard and Garden Consultation at their home. This is a two-hour consult, including drive time. Our Garden Coach will come to their home and provide on-site advice.

Clipboard Sketch

Customers can bring in a sketch of an area of their yard, and our associates can provide ideas while the customer waits.

Free Ready-made Designs

If customers are looking for quick inspiration, they can check out our ready-made landscape designs.

Tree and Shrub Planting Services

Customers can choose plants and shrubs from our stores, and we can plant them for them.



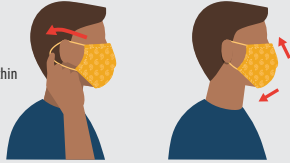
For more information on our DIY landscape services, to help you Sell the Program to your customers, you can visit the new and improved website for more details at:

<https://www.englishgardens.com/do-it-yourself-landscape-assistance/>

How to Safely Wear and Take Off a Cloth Face Covering

WEAR YOUR FACE COVERING CORRECTLY

- Wash your hands before putting on your face covering
- Put it over your nose and mouth and secure it under your chin
- Try to fit it snugly against the sides of your face
- Make sure you can breathe easily
- Do not place a mask on a child younger than 2



USE THE FACE COVERING TO HELP PROTECT OTHERS

- Wear a face covering to help protect others in case you're infected but don't have symptoms
- Keep the covering on your face the entire time you're in public
- Don't put the covering around your neck or up on your forehead
- Don't touch the face covering, and, if you do, clean your hands

FOLLOW EVERYDAY HEALTH HABITS

- Stay at least 6 feet away from others
- Avoid contact with people who are sick
- Wash your hands often, with soap and water, for at least 20 seconds each time
- Use hand sanitizer if soap and water are not available



TAKE OFF YOUR CLOTH FACE COVERING CAREFULLY, WHEN YOU'RE HOME

- Untie the strings behind your head or stretch the ear loops
- Handle only by the ear loops or ties
- Fold outside corners together
- Place covering in the washing machine
- Wash your hands with soap and water

SELL FOR SUCCESS

Congratulations Everyone!

Hour Detroit's Best of Detroit list has been released.

English Gardens was recognized in two areas:

BEST OF HOUR DETROIT

THANK YOU FOR VOTING US
BEST IN DETROIT

#1 NURSERY / GREENHOUSE
#2 LANDSCAPE DESIGNER

We appreciate your support of our local, family-owned business!

SAFETY *It's Everyone's Business* July 31st is National Heat Stroke Prevention Day

Learn How to Avoid Heat-related Illnesses

The human body normally regulates its temperature through sweating, until it is exposed to more heat than it can handle. Heat exhaustion and heat stroke can escalate rapidly, leading to delirium, organ damage and even death.

Heat Exhaustion

When the body loses excessive water and salt, usually due to sweating, heat exhaustion can occur. Signs and symptoms include:

- Sweating
- Pale, ashen or moist skin
- Muscle cramps (especially for those working or exercising outdoors in high temperatures)
- Fatigue, weakness or exhaustion
- Headache, dizziness or fainting
- Nausea or vomiting
- Rapid heart rate

Uncontrolled heat exhaustion can evolve into heat stroke, so make sure to treat victims quickly:

- Move victims to a shaded or air-conditioned area
- Give water or other cool, nonalcoholic beverages
- Apply wet towels, or have victims take a cool shower

Heat Stroke

Seek medical help immediately if someone is suffering from heat stroke. Signs include:

- Body temperature above 103 degrees
- Skin that is flushed, dry and hot to the touch; sweating has usually stopped
- Rapid breathing
- Headache, dizziness, confusion or other signs of altered mental status
- Irrational or belligerent behavior
- Convulsions or unresponsiveness

Immediately take action:

- Call 911
- Move the victim to a cool place
- Immediately cool the victim, preferably by immersing up to the neck in cold water (with the help of a second rescuer)
- Keep cooling until body temperature drops to 101 degrees

DO NOT:

- Force the victim to drink liquids
- Apply rubbing alcohol to the skin
- Allow victims to take pain relievers or salt tablets

The best way to avoid a heat-related illness is to limit exposure outdoors during hot days. According to the Centers for Disease Control and Prevention:

- Air conditioning is the best way to cool off
- Drink fluids, even if you don't feel thirsty, and avoid alcohol
- Wear loose, lightweight clothing and a hat
- Replace salt lost from sweating by drinking fruit juice or sports drinks
- Wear sunscreen; sunburn affects the body's ability to cool itself
- Pace yourself when you run or otherwise exert your body

Keep Each Other Safe

If you're working outside in hot weather, take precautions to minimize the risk of heat-related illnesses. The National Institute for Occupational Safety and Health recommends:

- Staying hydrated and drinking before you get thirsty
- Watch out for co-workers exhibiting signs of heat exhaustion or heat stroke
- Take time to rest and cool down

How many times have you been told to just "calm down?" Or, how often have you told a spouse, co-workers, or even a complete stranger to "hey, take it easy?" Well, I have been told to calm down many times in my life and I've also shared these words of wisdom with others.

This morning, as I was preparing to go for a walk, I began to think about all the things on my agenda for today, tomorrow and even the next couple of months. I began to feel a little overwhelmed, worried and nervous. My excitement for the day quickly turned. I nearly canceled my walk so I could go into the office much earlier than planned. But I didn't give in to these negative thoughts.

Instead, I laced up my gym shoes and I went for a brisk walk. I pushed all the negative thoughts out and I focused on the wonderful things around me. The sun was shining bright. The cool breeze on my face felt great. The sound of the wind blowing through the trees was calming. I took a deep breath in and out with every step. With every breath, I said "in with the good and out with the bad." And before I knew it, I felt like myself again. I was energized, happy and loving life. I had completely calmed down and finished my walk. I was now ready to take on any challenge or obstacle (with the right attitude) that came my way.

While it's normal to get nervous about an important event or big change in our lives, studies show that millions of us deal with worry, anxiety, fear and stress almost every day of our lives. We worry about our jobs, finances, family, health, weight -- and a host of other things, too. And in turn, this stress can affect our happiness, attitude, weight, increase our blood pressure, and even result in a heart attack or stroke.

So, we all should always try to "calm down" and just take each day as it comes --- one day at a time. When I need to calm down, I like to go for a walk, take deep breaths, listen to music and even dance a little. It always helps when someone give me a big hug. And I don't mine asking for hugs. Sometimes, I can need up to 30 hugs a day. I even hug myself and say, "Florine, you are a kind and nice person. You got this."

So, what do you do to calm down? I'm sure we all have very different and unique ways to give ourselves a "quick shot" of calm.

As we look forward to a new season and everything that comes along with it, let's remember to always take time to take care of ourselves. And that starts with "calming down."

- Love, love, love,
Florine Mark

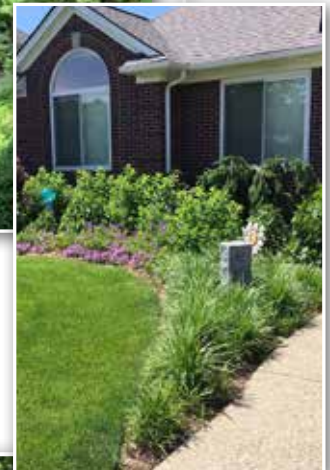
NEWS from the Landscape Company

"Professionals Doing Extraordinary Work"

The Landscape Company has enjoyed a successful first half of the year. We are definitely busy heading into July. The challenge is to keep momentum going through the summer months. This can often times be more difficult, as the phones are ringing less, and fewer customers are entering the stores.

This is still a great time for us to design and install beautiful landscaping. Please stress this message with potential customers. Educate our customers that it is not too hot to plant, and inform them that our designers commonly have more time to spend with them on each project. In fact, we commonly produce our best work during this season!

We are starting back up the pizza lunches. So please talk to your customers about our services and you can earn a lunch on us!



Please remember to fill out a lead for any potential customers.

2020 Spiff Program:

- \$1,000-\$5,000 = \$10 gift card
- \$5,000-\$25,000 = \$20 gift card
- \$25,000 -\$50,000 = \$50 gift card
- \$50,000 & up= \$100 gift card

Our designers will continue to make our weekly store visits throughout the summer, so please ask them any questions you may have about the Landscape Company.

Enjoy the summer, and please continue to tell customers about our award-winning Landscape Company!

